

Amendments to the Claims:

1. (Currently Amended) A method comprising:
directing receipt of ~~receiving~~ a generic-recipient message [[at]] by a network hub,
wherein the generic-recipient message comprises a message sent to a group or
community address;
determining predefined attributes of the message, wherein the predefined
attributes comprise one or more of a sender of the message, subject of the message, or
content of the message;
determining a type of communication medium of the message;
determining one or more recipients for the message based at least in part upon the
determined type and further based at least in part upon the predefined attributes by
comparing the predefined attributes of the message with stored information related to
potential recipients; and
directing dispatch of ~~dispatching~~ the message to the one or more determined
recipients.

2. (Currently Amended) The method of Claim 1, wherein ~~receiving~~ directing receipt of a generic-recipient message [[at]] by a network hub further comprises ~~receiving~~ directing receipt of a generic-recipient message, chosen from the group of messages consisting of a Short Message Service (SMS) message, a Multimedia Message Service (MMS) message, electronic mail (email) message and voice message; and wherein determining a type of communication medium of the message comprises determining whether the message comprises a Short Message Service (SMS) message, a Multimedia Message Service (MMS) message, electronic mail (email) message, or voice message.

3. (Currently Amended) The method of Claim 1, wherein ~~receiving~~ directing receipt of a generic-recipient message [[at]] by a network hub further comprises ~~receiving~~ directing receipt of a message [[at]] by a wireless network hub.

4-5. (Cancelled)

6. (Currently Amended) The method of Claim 1, wherein directing dispatch ~~of dispatching~~ the message to one or more recipients further comprises assigning recipient Radio Frequency (RF) identifiers to the message, wherein a recipient Radio Frequency identifier corresponds to a radio frequency tag or a radio frequency tag reader associated with a recipient of the message.

7. (Currently Amended) The method of Claim 1, wherein directing dispatch ~~of dispatching~~ the message to one or more recipients further comprises displaying directing display of the message on a display.

8. (Currently Amended) The method of Claim 7, wherein displaying directing display of the message on a display further comprises displaying directing display of the message on a display associated with a radio frequency (RF) identifier.

9. (Currently Amended) The method of Claim 1, wherein directing dispatch ~~of dispatching~~ the message to one or more recipients further comprises transmitting directing transmission of the message to one or more recipients via a communication medium chosen from the group of communication medium consisting of short-range wireless communication, Internet communication, SMS communication, and MMS communication.

10. (Currently Amended) A method comprising:
directing receipt of ~~receiving~~ a generic-recipient message ~~[[at]]~~ ^{by} a network hub, wherein the generic-recipient message comprises a message sent to a group or community address;

determining predefined attributes of the message, wherein the predefined attributes comprise one or more of a sender of the message, subject of the message, or content of the message;

determining a type of communication medium of the message;

determining whether the message has priority based at least in part on the determined type and on the predefined attributes by comparing the predefined attributes of the message with pre-stored priority information; and

prioritizing the message [[if]] when a determination is made that the message has priority.

11. (Previously Presented) The method of Claim 10, wherein determining whether the message has priority based on the predefined attributes further comprises determining whether the message has display priority based on the predefined attributes.

12. (Currently Amended) The method of Claim 11, wherein prioritizing the message [[if]] when a determination is made that the message has priority further comprises prioritizing the display of the message [[if]] when a determination is made that the message has display priority.

13. (Currently Amended) The method of Claim 12, wherein prioritizing the display of the message [[if]] when a determination is made that the message has display priority further comprises ~~the step~~ directing display of displaying the message in a prominent position on a display associated with the hub.

14. (Previously Presented) The method of Claim 10, wherein determining whether the message has priority based on the predefined attributes further comprises determining whether the message has dispatch priority based on the predefined attributes.

15. (Currently Amended) The method of Claim 13, wherein prioritizing the message [[if]] when a determination is made that the message has priority further comprises prioritizing the dispatch of the message [[if]] when a determination is made that the message has dispatch priority.

16. (Currently Amended) The method of Claim 15, wherein prioritizing the

dispatch of the message [[if]] ~~when~~ a determination is made that the message has dispatch priority further comprises prioritizing the communication medium used to dispatch the message [[if]] ~~when~~ a determination is made that the message has communication medium dispatch priority.

17. (Currently Amended) The method of Claim 15, wherein prioritizing the dispatch of the message [[if]] ~~when~~ a determination is made that the message has dispatch priority further comprises prioritizing the time of dispatch of the message [[if]] ~~when~~ a determination is made that the message has time dispatch priority.

18. (Currently Amended) The method of Claim 10, wherein directing receipt of receiving a generic-recipient message [[at]] ~~by~~ a network hub further comprises directing receipt of receiving a generic-recipient message, chosen from the group of messages consisting of a Short Message Service (SMS) message, a Multimedia Message Service (MMS) message, electronic mail (email) message and voice message; and wherein determining a type of communication medium of the message comprises determining whether the message comprises a Short Message Service (SMS) message, a Multimedia Message Service (MMS) message, electronic mail (email) message, or voice message.

19. (Currently Amended) The method of Claim 10, wherein directing receipt of receiving a generic-recipient message [[at]] ~~by~~ a network hub further comprises directing receipt of receiving a generic-recipient message [[at]] ~~by~~ a wireless network hub.

20-21. (Cancelled)

22. (Currently Amended) An apparatus comprising ~~a processor configured to cause the apparatus to~~ at least one processor and at least one memory storing computer program code, wherein the at least one memory and stored computer program code are

configured to, with the at least one processor, cause the apparatus to at least:

receive direct receipt of a generic-recipient message from one or more communication networks wherein the generic-recipient message comprises a message sent to a group or community address;

determine predefined attributes of the generic-recipient message, wherein the predefined attributes comprise one or more of a sender of the message, subject of the message, or content of the message;

determine a type of communication medium of the message;

determine one or more recipients for the message based at least in part upon the determined type and further based at least in part upon the predefined attributes by comparing the predefined attributes of the message with stored information related to potential recipients; and

direct dispatch of the message to the one or more determined recipients based at least in part upon the determined type of the message.

23. (Currently Amended) The apparatus of Claim 22, wherein the at least one memory and stored computer program code are configured to, with the at least one processor, processor is further configured to cause the apparatus to direct dispatch of the message by dispatching directing dispatch of the message to one or more determined recipients via lower power Radio Frequency (RF).

24. (Currently Amended) The apparatus of Claim 22, wherein the at least one memory and stored computer program code are configured to, with the at least one processor, processor is further configured to cause the apparatus to direct dispatch of the message by dispatching directing dispatch of the message to one or more determined recipients via a digital cellular network.

25. (Currently Amended) The apparatus of Claim 22, wherein the at least one memory and stored computer program code are configured to, with the at least one processor, processor is further configured to cause the apparatus to direct dispatch of the

message by ~~dispatching~~ directing dispatch of the message to one or more determined recipients via a communication network.

26. (Previously Presented) The apparatus of Claim 25, wherein the communication network is chosen from the group consisting of the Internet, a Short Message Service (SMS) network, a Multimedia Message Service (MMS) network and a telephony network.

27. (Currently Amended) The apparatus of Claim 22, further comprising a display associated with the apparatus that is configured to, under the direction of the at least one memory and stored computer program code, display[[s]] a message associated with a message identifier.

28. (Previously Presented) The apparatus of Claim 27, wherein the message identifier is further defined as a Radio Frequency (RF) identifier, wherein the Radio Frequency identifier corresponds to a radio frequency tag or a radio frequency tag reader associated with a recipient of the message.

29. (Currently Amended) An apparatus comprising ~~a processor configured to cause the apparatus to~~ at least one processor and at least one memory storing computer program code, wherein the at least one memory and stored computer program code are configured to, with the at least one processor, cause the apparatus to at least:

direct receipt of a receive generic-recipient message[[s]] from one or more communication networks wherein the generic-recipient message comprises a message sent to a group or community address;

determine predefined attributes of the received generic-recipient message[[s]], wherein the predefined attributes comprise one or more of a sender of the message, subject of the message, or content of the message;

determine a type of communication medium of the message[[s]]; and

determine whether the message has priority based at least in part on the

determined type and on the predefined attributes by comparing the predefined attributes of the message with pre-stored priority information.

30. (Currently Amended) The apparatus of Claim 29, wherein the ~~processor is~~ further configured to at least one memory and stored computer program code are configured to, with the at least one processor, further cause the apparatus to determine predefined attributes of the received generic-recipient message[[s]] and compare the predefined attributes to pre-stored display priority information to determine if the received message[[s]] requires display prioritization.

31. (Currently Amended) The apparatus of Claim 30, further comprising a display associated with the apparatus that is configured to, under the direction of the at least one memory and stored computer program code, display[[s]] message identifiers to one or more recipients.

32. (Currently Amended) The apparatus of Claim 30, wherein the ~~processor is~~ further configured to at least one memory and stored computer program code are configured to, with the at least one processor, further cause the apparatus to provide for display prioritization to be chosen from the group consisting of displaying prioritized messages first in a list of messages, displaying prioritized messages in a new viewable window and displaying prioritized messages in a highlighted form.

33. (Currently Amended) The apparatus of Claim 29, wherein the ~~processor is~~ further configured to at least one memory and stored computer program code are configured to, with the at least one processor, further cause the apparatus to determine predefined attributes of the received generic-recipient message[[s]] and compare the predefined attributes to pre-stored dispatch priority information to determine if the received message[[s]] requires dispatch prioritization.

34. (Currently Amended) The apparatus of Claim 33, wherein the ~~processor is~~

~~further configured to at least one memory and stored computer program code are configured to, with the at least one processor, further cause the apparatus to provide for dispatch prioritization to be chosen from the group consisting of prioritizing the time at which messages will be dispatched, prioritizing the communication medium used to dispatch messages and prioritizing the recipients of the dispatched messages.~~

35. (Cancelled)

36. (Currently Amended) A computer program product comprising a computer readable storage medium having computer-readable program instructions embodied in the medium, the computer-readable program instructions comprising:

instructions configured for directing storage of ~~storing~~ information related to potential message recipients;

instructions configured for directing receipt of ~~receiving~~ a generic-recipient message ~~[[at]]~~ by a network hub and determining predefined attributes associated with the generic-recipient message, wherein the generic-recipient message comprises a message sent to a group or community address, and wherein the predefined attributes comprise one or more of a sender of the message, subject of the message, or content of the message;

instructions configured for determining a type of communication medium of the message;

instructions configured for determining one or more recipients of the generic-recipient message based at least in part upon the determined type and further based at least in part upon the predefined attributes by comparing the predefined attributes associated with the generic-recipient message to the stored information related to potential message recipients; and

instructions configured for directing dispatch of ~~dispatching~~ the message to the one or more determined recipients.

37. (Cancelled).

38. (Currently Amended) The computer program product of Claim 36, wherein the instructions configured for directing receipt of receiving a generic-recipient message [[at]] by a network hub and determining predefined attributes associated with the generic-recipient message further comprise instructions configured for directing receipt of receiving a generic-recipient message, chosen from the group of messages consisting of a Short Message Service (SMS) message, a Multimedia Message Service (MMS) message, electronic mail (email) message and voice message; and wherein the instructions configured for determining a type of communication medium of the message include instructions configured for determining whether the message comprises a Short Message Service (SMS) message, a Multimedia Message Service (MMS) message, electronic mail (email) message, or voice message.

39. (Currently Amended) The computer program product of Claim 36, wherein the instructions configured for directing receipt of receiving a generic-recipient message [[at]] by a network hub and determining predefined attributes associated with the generic-recipient message further comprise instructions configured for directing receipt of receiving a generic-recipient message [[at]] by a wireless network hub.

40. (Cancelled)

41. (Currently Amended) The computer program product of Claim 36, wherein the instructions configured for directing dispatch of dispatching the message to one or more recipients further comprise instructions configured for assigning recipient Radio Frequency (RF) identifiers to the message, wherein a recipient Radio Frequency identifier corresponds to a radio frequency tag or a radio frequency tag reader associated with a recipient of the message.

42. (Currently Amended) The computer program product of Claim 36, wherein the instructions configured for directing dispatch of dispatching the message to

one or more recipients further comprise[[s]] instructions configured for directing display of displaying the message on a display associated with the network hub.

43. (Currently Amended) The computer program product of Claim 42, wherein the instructions configured for directing display of displaying the message on a display associated with the network hub further comprises instructions configured for directing display of displaying the message, which is associated with a Radio Frequency (RF) identifier, on a display associated with the network hub, wherein a recipient Radio Frequency identifier corresponds to a radio frequency tag or a radio frequency tag reader associated with a recipient of the message.

44. (Currently Amended) The computer program product of Claim 36, wherein the instructions configured for directing dispatch of dispatching the message to one or more recipients further comprises instructions configured for directing transmission of transmitting the message to one or more recipients via a communication medium chosen from the group of communication medium consisting of short-range wireless communication, Internet communication, SMS communication, and MMS communication.

45. (Currently Amended) A computer program product comprising a computer readable storage medium having computer-readable program instructions embodied in the medium, the computer-readable program instructions comprising:
instructions configured for directing storage of storing information related to message priority;

instructions configured for directing receipt of receiving a generic-recipient message [[at]] by a network hub and determining predefined attributes associated with the generic-recipient message, wherein the generic-recipient message comprises a message sent to a group or community address, and wherein the predefined attributes comprise one or more of a sender of the message, subject of the message, or content of the message;

instructions configured for determining a type of communication medium of the message; and

instructions configured for determining whether the generic-recipient message has priority based at least in part on the determined type and on the predefined attributes by comparing the predefined attributes associated with the generic-recipient message to the stored information related to message priority.

46. (Currently Amended) The computer program product of Claim 45, wherein the instructions configured for directing storage of storing information related to message priority further comprise instructions configured for directing storage of storing information related to message display priority, and wherein the instructions configured for determining whether the generic-recipient message has priority further comprise instructions configured for determining whether the generic-recipient message has display priority by comparing the predefined attributes associated with the generic-recipient message to the stored information related to message display priority.

47. (Currently Amended) The computer program product of Claim 45, wherein the instructions configured for directing storage of storing information related to message priority further comprise instructions configured for directing storage of storing information related to message dispatch priority, and wherein the instructions configured for determining whether the message has priority further comprise instructions configured for determining whether the message has dispatch priority by comparing the predefined attributes associated with the messages to the stored information related to message dispatch priority.

48. (Currently Amended) The computer program product of Claim 45, wherein the instructions configured for directing receipt of receiving a generic-recipient message [[at]] by a network hub and determining predefined attributes associated with the message further comprise~~[[s]]~~ instructions configured for directing receipt of receiving a generic-recipient message, chosen from the group of messages consisting of a

Short Message Service (SMS) message, a Multimedia Message Service (MMS) message, electronic mail (email) message and voice message, and wherein the instructions configured for determining a type of communication medium of the message comprise instructions configured for determining whether the message comprises a Short Message Service (SMS) message, a Multimedia Message Service (MMS) message, an electronic mail (email) message, or a voice message.

49. (Currently Amended) The computer program product of Claim 45, wherein the instructions configured for directing receipt of ~~receiving~~ a generic-recipient message ~~[[at]]~~ by a network hub and determining predefined attributes associated with the message further comprise instructions configured for directing receipt of ~~receiving~~ a generic-recipient message ~~[[at]]~~ by a wireless network hub.

50-51. (Cancelled)